

**Achieving Superiority in Product and Customer Performance
Through Marketing and Innovation
Resource-Capability Combinations**

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BBA, B.Ed.

MBA

A thesis

submitted to the University of Tasmania

in fulfilment of the requirements for the degree of

Doctoral of Philosophy

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“The research associated with this thesis abides by the *National Statement on Ethical Conduct in Human Research* and the rulings of the Safety and Ethics of the Human Research Ethics Committee of the University of Newcastle.”

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APPENDIX 1

QUESTIONNAIRE

APPENDIX 2

SAMPLE PROFILE

Appendix 1 has been removed for
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Questionnaire by the University of Newcastle, Australia:

A Study of Cambodian Small and Medium Size Firms

SAMPLE PROFILE

		Distribution of sample
Length of operation	1 – 10 years	57%
	11 – 20 years	34%
	Over 20 years	9%
Ownership	Cambodian-owned firms	90%
	Foreign-owned firms	10%
Management team	Foreigners as majority	1%
	Cambodians as majority	99%
Industry type	Agricultural products/flowers/fruit	25%
	Foods and drinks	32%
	Gifts/decoration items/handicrafts/silks	20%
	Furniture/office supplies	19%
	Gems/jewelry	3%
	Unclassified	1%